

Capability *statement*

LEGAL ENTITY

Prima Pobre LLC (FL)

UEI

CQ5XS5EJMTT4

BUSINESS SIZE

Small business

PRIMARY NAICS

541511 · 541613

TIME ZONE

Eastern (ET)

COMPANY OVERVIEW

Ianization Holding, a brand of Prima Pobre LLC, is a Florida small business that designs, builds and operates software. The same team that runs our own SaaS products in production delivers websites, custom software and performance-marketing engagements for public-sector and commercial clients, from first requirement to ongoing support.

CORE COMPETENCIES

- **Custom software & SaaS:** web applications, client portals, internal tools, APIs and integrations (CRM, messaging, payments, data).
- **Websites & digital services:** custom or WordPress sites built to WCAG 2.1 AA, content management, staff training, hosting and maintenance.
- **AI assistants & workflow automation:** lead qualification, messaging assistants, document and report automation.
- **Digital marketing & advertising (Ads4Pros):** paid media on Google and Meta, creative and video, landing pages, conversion tracking, outreach campaigns.
- **Consulting & technology sourcing:** process mapping, software selection and implementation, office and computer equipment.

DIFFERENTIATORS

- One accountable team builds, hosts and operates what it delivers, with a single point of contact.
- Proven in production: we run seven live software products of our own every day.
- Accessible, mobile-first and secure by default: WCAG 2.1 AA, HTTPS everywhere, audit trails.
- Short build cycles with working demos on staging, documented handover and plain-language reporting.

NAICS CODES

541511 Custom Computer Programming Services (primary)

541613 Marketing Consulting Services

532111 Passenger Car Rental

GROUP BRANDS

- **Ianization Software:** software products and custom development.
- **Ads4Pros:** performance marketing and advertising.
- **Ianization Property Services:** grounds, janitorial and building maintenance.
- **Ianization Mobility:** passenger car rental.

7

software products
in production

16

websites and web
apps shipped

18

U.S. small
businesses served

SOFTWARE WE BUILD AND OPERATE

tlAtendo

LIVE

AI pre-sales agent on
WhatsApp and SMS.

Plexco Tasks

LIVE

AI task management by voice
note.

Plexco Coach

LIVE

AI executive advisory brief for
leaders.

Empresa Millionária

LIVE

Payables and receivables
with audit trail.

Família Millionária

LIVE

Family finance inside
WhatsApp.

LiliCalc

LIVE

Cost and pricing for food
businesses.

LiliFlow

LIVE

Instagram comment-to-DM
automation.

Micro Investors

IN DEV

Fund back office and investor
portal.

SELECTED EXPERIENCE

GAB University

Vero Beach, FL

Institutional website, strategy, social media, video
and paid media.

AutoWorx NJ

Hillside, NJ

Custom service website with quote requests.

MJC Pavers

Fort Myers, FL

Website with products, projects, service areas,
blog and quote form.

Good Job Solutions

Charleston, SC

Portfolio website with project gallery and quote
form.

Willy Stone

Yulee, FL

Website with reviews, quote form and full conversion
tracking.